AMENDMENTS TO THE CLAIMS

The listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method of a server selecting an interface that controls presentation of information to be delivered to a mobile user, based on an identification of a user and at least one of user preferences and usage data, the method comprising:

determining that a mobile user is online;

the server receiving information identifying the a physical location of the a mobile device that is being used by a mobile user;

the server receiving identification of the mobile user from the mobile device;

the server retrieving a time indicator;

the server retrieving aggregate user preference data based on the received identification, wherein the aggregate user preference data corresponds to at least one of user preferences or usage data;

the server selecting at least one interface information, from a plurality of interfaces, to be communicated to the user based on determining which of the plurality of interfaces are relevant according to at least on the physical location of the user, the time, and aggregate user preference data, wherein the at least one interface is used by the mobile device to present information at the mobile device in a manner dictated by the interface.

2.   (Original) The method of claim 1, further comprising rendering the information to be provided to the mobile user, and sending the rendered information to a mobile browser of a mobile communications device associated with the mobile user.

3.   (Original) The method of claim 1, further comprising sending the information to a mobile carrier to be pushed to a mobile communications device associated with the mobile user.

4.   (Original) The method of claim 2, wherein rendering the information is based at least in part on an identification of the mobile communications device.

5. (Currently Amended) The method of claim 1, further comprising:

the server retrieving a user profile associated with the mobile user;

wherein selecting the at least one interface information to be communicated to the user is further based on the user profile.

6-35. (Cancelled).

36. (New) The method of claim 1, wherein selecting the at least one interface to be communicated to the user is further based on the time.

37. (New) The method of claim 1, wherein selecting at least one interface to be communicated to the user is further based on the physical location of the user.

38. (New) The method of claim 1, wherein receiving the identification of the mobile user includes receiving a PUID.

39. (New) The method of claim 1, wherein receiving the identification of the mobile user includes receiving a PIN.

40. (New) The method of claim 1, wherein receiving the identification of the mobile user is based on a MSISDN of the mobile device.

41. (New) The method of claim 1, wherein the method further comprises:

the server detecting a change in a physical location of the mobile device; and

the server, in response to detecting the change, providing a new interface to the mobile device, wherein the new interface is used to present new information to the user at the mobile device.

42. (New) The method of claim 1, wherein the at least one interface comprises at least two interfaces.

43.   (New) The method of claim 1, wherein the aggregate user preference data includes at least computer usage data corresponding to a user's tracked usage on a device other than the mobile device.